Cyber Marketing

Course Description
BA219. Cyber Marketing. 3 hour credit. In this course students will explore the transition from traditional marketing methodologies to digitally based techniques. The course will focus on developing an Internet marketing plan, utilizing a business website, built around a specific data-collection model. Students will focus on the mechanics necessary to conduct e-commerce within the emergence of a global marketplace, while exploring classical marketing issues like pricing, targeting, distribution and supply.

Required Textbooks


Course Objectives
At the successful completion of this course, the students will be able to:
1. Describe traditional marketing techniques and their current significance in today’s digital marketplace
   a. Identify and explain the significance of product, price, place, promotion
   b. Define the concepts of market, message and methodology
   c. Explain the difference between mass marketing and target marketing

2. Explain how the advent of personal computers and the Internet have transformed marketing
   a. Describe the commercial beginnings of the World Wide Web
   b. Measure the impact PC technology has had on marketing
   c. Synthesize the emergence of a global marketplace

3. Examine the role that computer networks have played in creating a digital marketplace
   a. Define Moore’s Law
   b. Explain the role of high-speed telecommunications in creating networks
   c. Compare and contrast internal versus external network roles

4. List the components necessary for building an effective data-model as it pertains to the construction of a business website
   a. Define crucial data-fields in building a data collection model
   b. Compose a business website relative to the data collection model
   c. Explain the concept of “closed loop marketing”

5. Describe how to develop a customer service driven and support oriented business website
a. Illustrate the benefits of the 24/7 information dispatch  
   b. Develop virtual problem-solving methodologies  
   c. Explain the importance of a “frequently asked questions” (FAQ) page

6. Define the nature of personalization relative to the effective marketing of a business website  
   a. Describe the necessity of a benefit-based website  
   b. Analyze the significance of “relationship marketing”  
   c. Determine the most effective forms of web-advertising for a business website

7. Demonstrate the ability to execute web-based research and development  
   a. Explain the marketplace implications of “Internet Time”  
   b. Weigh the importance of information acceleration in market research  
   c. Name the elements of an effective website traffic-tracking plan

8. Strategically compute the pricing of products and services in relation to the current digital marketplace  
   a. Execute and apply “the standard pricing answer”  
   b. Analyze the critical facets of real time pricing  
   c. Explain the concept of “yield management”

9. Outline the various considerations and benefits of engaging in e-commerce  
   a. Weigh the differences between anchor and extension services  
   b. Organize an efficient inventory purchasing model for a web business  
   c. Illustrate the major components of an effective e-distribution system

10. Map and diagram the structure of an organizational digital nervous system  
    a. Outline the role of digital communication within a company structure  
    b. Evaluate the cost of staying ahead of the technology curve  
    c. Describe the benefits of a high tech/high touch work environment

11. Define the crucial issues regarding information management  
    a. List the current information policies regarding data-collection  
    b. Recognize and avoid potential legal problems regarding e-commerce  
    c. Develop a comprehensive data security model

12. Develop a written web-based, Internet marketing plan, supported by a specific data-collection model, accompanied by an oral presentation  
    a. Prepare a feasible written Internet marketing plan  
    b. Build a specific and pertinent data-collection model  
    c. Give a short oral presentation defining the nature and scope of cyber marketing in the future marketplace

**Topical Outline of Units**

I. Traditional marketing review
a. Product, Price, Place, Promotion  
b. Market, Message and Methodology  
c. Mass Marketing and Target Marketing

II. Personal computers and the Internet  
a. World Wide Web  
b. PC technology  
c. Global marketplace

III. Computer networks and the digital marketplace  
a. Moore’s Law  
b. High-speed telecommunications  
c. Internal versus external network roles

IV. Data collection models and business websites  
a. Data collection models  
b. Business websites  
c. Closed Loop Marketing

V. Customer service and support  
a. 24/7 information dispatch  
b. Virtual Problem Solving  
c. Frequently Asked Questions (FAQ) page

VI. Personalization  
a. Benefit based  
b. Relationship Marketing  
c. Web advertising

VII. Web-based research and development  
a. Internet Time  
b. Information acceleration  
c. Website traffic-tracking

VIII. Pricing in a digital marketplace  
a. The Standard Pricing Answer  
b. Real Time Pricing  
c. Yield Management

IX. Digital Nervous System  
a. Digital communication  
b. Technology curve  
c. High tech/high touch work environment

X. Information management  
a. Information policies
b. Potential legal pitfalls  
c. Data security  

XI. e-commerce  
a. Anchor and extension services  
b. Inventory purchasing system  
c. e-distribution methods  

XII. Internet Marketing Plan  
a. Written Internet marketing plan  
b. Data-collection model  
c. Oral presentation  

Methods of Instruction  
The following teaching/learning methodologies will facilitate the students’ ability to achieve course objectives: lecture, class discussions, group activities, textbook reading assignments and computer based exercises.  

Methods of Evaluation  
Methods of evaluation include observation of in-class participation, assignments, quizzes, tests, a written Internet marketing plan, oral review and a final exam. Grade determination will be calculated upon attendance, classroom participation, assignments, quizzes, tests, a written Internet marketing plan accompanied with an oral presentation and the final exam.